

Tips and ideas to get your own brainstorm going about how to get the Buzz going on your book.

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BOOK

THE INTERACTIVE WORKBOOK

M.J. ROSE & DOUGLAS CLEGG

NOVELISTS & FOUNDERS OF
PIGEONHOLE PRESS

\$8.95

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THE INTERACTIVE WORKBOOK

BY M. J. ROSE AND DOUGLAS CLEGG



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All our workbooks are interactive. Within the electronic pages are places to write your answers to our questions and links to various sites and articles on the Web to help you learn how to Buzz.

In addition, we encourage you to come to the buzzyour.com web site and continue the interactive experience.

Interactivity is the main advantage of an e-book like this over a print book. Use it to its fullest extent. Be part of our community of creative people who are all working out methods of getting the Buzz going on.

THE TOP QUESTION WE ARE ASKED IS:

how do you get so much buzz?

This workbook contains our answers.

Here are our top 50+ tips for getting Buzz, plus hyperlinks to sites that will help you understand what all the Buzz is about. We also host a web site for brainstorming that adds dimension to this workbook – and can help you start getting Buzz.

What this workbook doesn't contain.

A guarantee.

We can't promise you the moon. Only a good book gets Buzz, no matter how hard you work at it – but we can help you to start thinking in new directions and help you jump-start your creativity.

dedication and acknowledgments

From M.J. Rose:

To my father for teaching me to think like a businessman. To D.P.S. for his steadfast support. And to my co-writer Douglas, a master buzzer. And to the wonderful industry professionals and writers I've met over the last two years who have become friends.

From Douglas Clegg:

To my co-writer M.J., to Raul, and to the writers and web communities that have taught me much and inspired me many times.

Special thanks go to Janet Cadsawan, [Brian Freeman](#), and [Angela Adair-Hoy & Richard Hoy](#).

“The only books that influence us are those for which we are ready, and which have gone a little farther down our particular path than we have yet got ourselves.”

-- E.M. Forster

the goals of this workbook

- To help you create a useful Buzz plan.
- To inspire you to go forth and Buzz your book.
- To build a community of creative people at buzzyour.com to help each other brainstorm.

DISCLAIMER

There are no miracles or magic bullets in this workbook.

Getting Buzz is not a matter of doing one thing over another. Neither should it turn you into a raving publicity hound. It doesn't mean you have to sell yourself at every opportunity.

But getting Buzz can get you and your book more attention and help you find the communities of people who will want to become your book's readers.

However, results will vary. The more creative you are in approaching Buzz and the more you leave your frustrations and impatience behind – the better you'll do. First, you have to begin to see that there's a different way of getting the word out through Buzz.

And then you have to take action.

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buzzyour fast reference guide

Each BuzzYour Workbook has a Fast Reference Guide up front that highlights the quickest way to build your plan if you are just looking for the tips and want to skip the rest.

In a hurry to find stuff out? This is the place to do it. Just click what you're interested in, and you'll be there.

- [Buzz Plan](#)
- [Offline Tips](#)
- [Online Tips](#)
- [Tips from Top Publicists](#)
- [Tips from Writers](#)
- www.BuzzYour.com
- [Freebies on the Internet](#)

NOTE: If you post your own tips to the Message Boards at www.BuzzYour.com and they're useful to other writers, we'll bring them into the next edition of this e-book with your name and book mentioned.

foreword: the "buzzyour" philosophy

THE "BUZZ YOUR" PHILOSOPHY

While all our Buzz workbooks contain ideas for Buzzing both on- and off-line, we think Buzz starts best online because of a concept we call "The Intercom."

Think of how an intercom works.

You go to visit a friend who is expecting you. She lives in an apartment, so you press the buzzer to her floor and tell her it's you, and she lets you come up.

You sit and chat for a while. Have some coffee. Share some gossip. You mention a book you've read, or music you've heard, or a movie you've seen.

Then you leave. And chances are your friend will not only check out that movie or music or book that you mentioned, but she'll tell a few other people who will tell a few others, and before you know it – there's a buzz going.

So think of the Internet like an intercom, and you've got the concept of Buzz – that much-sought-after hum that works better than any multimillion-dollar advertising campaign ever can or will, because it's not manufactured. It's real.

Buzz is real people talking about a product, person, or service because they like it.

In his book, *The Tipping Point*, Malcolm Gladwell points out that there is no recipe for Buzz – it can't be generated by PR, ads, or spam.

- Buzz built AOL and got Amazon started in the early '90s.
- Buzz made *The Blair Witch Project* the movie to see.
- Buzz got people visiting Salon when it first opened its doors.
- Buzz took Doug Clegg's sales from 20,000 copies of his print titles to over 125,000.

- Buzz took Booklocker.com’s newsletter from 100 people to 55,000 in less than 36 months.

Buzz is not just having a web site or an e-book to use as a marketing device. And it’s not just hiring a publicity firm (though the good ones can help get Buzz going and may be great Buzzers themselves).

Usually Buzz happens because one author talks to one reader at a time, and then lots of readers start talking to each other.

How do you go forth and buzz? What are some of the most important things you can do to generate attention? How do you get started?

It’s all in this workbook.

**A real book is not
one that’s read, but one
that reads us.**

-- W.H. Auden

Before we get started, just remember – you aren’t going to reach thousands or millions of readers today.

You are going to start by reaching one reader at a time.

Take a few minutes and think about what kind of people you want to reach to tell about your book.

In his book *Unleashing the IdeaVirus*, Seth Godin calls the people who create Buzz “sneezers.” We suggest you take some time and think of who it is who has told you about books or music or movies and has gotten you to spread Buzz. Do you know several of them? One? Are you the main Buzzer of your group?

exercise

Make a list of all the people you already know who you can Buzz.

Now add two more.

QUESTIONS

- What have I ever Buzzed to someone else?
- What made me Buzz it?
- Who did I tell?
- Who has last Buzzed to me? About what?
- How did I react to any Buzz I've received?
- What is it about my book that is most Buzz-worthy?
- How can I best try to get Buzz for my book without falling into the trap of getting annoying or, worse, possibly spamming someone without meaning to do so?

"As the speed of new ideas entering the community has increased, so has our respect for people who know. And because it's valuable, we're open to both hearing about the new and telling others about it."

- Seth Godin, [Unleashing the Idea Virus](#)

top five things buzz can do for your book

1. Jump-start sales and improve sales.
2. Identify fans who will become your own personal army and spread the word about your words.
3. Involve you with other writers who can offer support and suggestions.
4. Make selling your book as creative a process as writing it.
5. Get you thinking in new and fulfilling ways.

top five things buzz can't do for your book

1. Make it more commercial than it is.
2. Improve the writing.
3. Get absolutely everyone to love it.
4. Get you a big NY publishing deal if you don't deserve one.
5. Solve world hunger.

[CHAPTER ONE]

getting started

**Don't loaf and invite inspiration.
Light out after it with a club.**

– Jack London

This is a workbook for published writers who have hardcovers, paperbacks and/or e-books/POD books already for sale (or soon-to-be-for-sale) and who want to get more of what [Seth Godin](#) calls “word of mouse” on the Internet and “word of mouth” in the offline world.

It's about increasing the number of books you sell by getting more Buzz about your titles.

It's about how to build relationships with your readers so that they want to help you succeed.

It's creating real media heat for what you're writing.

More word of mouse means more word of mouth.

And this, in turn, means:

More readers who are advocates for your book.

They will begin Buzzing.

This isn't magic, nor is it a miracle cure. We don't know if you'll sell ten or ten thousand or more of your books.

We only know that we can help you get the Buzz going on what you've published so that it doesn't just languish on a shelf – or, worse, in a warehouse.

How far you want to take our tips and this workbook is up to you. You can work on ways of getting Buzz every day, or just when your book is about to come out.

One thing we've discovered is that the more we got into Buzz, the more fun we've had, and the better it has worked. It has also kept up our enthusiasm for our books. Plus, we were able to communicate with a lot of really wonderful and interesting people (our readers!). We also became more knowledgeable when it came to dealing with our publishers – because we figured out something about how “word of mouth” works.

Your most valuable commodity is your time and your love for books and readers.

Now, there are some great writers who are famous for being curmudgeonly and sharp-tongued, and if you're one of those – well, you might have a rougher time of it. So you just might want to hire an assistant to help work on the Buzz for you. (Then, you can be known for your rapier wit and haughty demeanor – which might be its own form of Buzz. We've seen it happen.)

WHY WE GOT INTO BUZZ

The crazy part is that both of us were as resistant to promoting our own work as any writer could be.

M.J. had once been in advertising and thought she'd left it far behind when she became a novelist. And Doug, as an editor and novelist most of his adult life, never thought he'd have to do any marketing.

To suddenly be thinking in terms of how to reach readers – wasn't that somebody else's job?

Yes. But the reality is that the way publishing works these days doesn't give any one book much of a fighting chance if the author doesn't become his or her own advocate.

Typically – for all but the big six-figure-advance books – a publisher only gives a book some co-op dollars, sends out review copies, tries to get some press for a few weeks, and then hopes for the best.

If, in those first six weeks that the book is in the stores, it starts to get good word of mouth and sell ... well, then the publisher puts more marketing dollars behind it. Maybe.

But if the sales of the book start off slow – it just gets slower.

Over 70,000 books are published a year. Less than 10 percent sell more than 100,000 copies. That means there are 63,000 books per year that don't sell very many copies.

Less than five percent of the people who call themselves authors make a living from their books.

That's why authors can't leave their fates in the hands of publishers.

If – like us – you want to keep readers asking for your book so the stores will keep it stocked and it will keep selling, you've got to take your fate into your own hands.

Part of our job as authors has to be getting people to ask for our books – even if we find unconventional ways to do it. (And our methods had to be un-conventional, because as authors we didn't have mega-marketing budgets the way the best-known bestselling authors do.)

HOW TO KNOW IF THIS WORKBOOK IS FOR YOU:

1. You have a book that has been published. Or is about to be published. Or will one day be published. (We don't care if it's self-published, or vanity-pressed, or published by a big New York or London or Hong Kong publishing house.)
2. You're self-motivated and resourceful. You don't take things lying down and never take no for an answer.
3. You're creative, a born brainstormer. You're an idea magnet.
4. You love the process of writing. You would write even if you never got published. You'd never tell your publisher, but you'd probably pay them just to get your book out there. But you don't ever do that.
5. You love possibilities more than probabilities.
6. You don't see problems as much as you see solutions.

7. You want the world to read your book.
8. You think about each and every reader as an individual.
9. You want to make a good living from your writing and your creativity.
10. You don't believe it when they tell you your dreams are unreasonable and unattainable.

on buzz brainstorming

- Every idea is worth thinking about.
- You never know where a crazy idea will lead.
- Or how something that initially makes no sense can wind up creating a huge success.
- This is a brainstorm.

(Or should we call it a “Buzzstorm”?)

Tips and ideas to get your own brainstorm going about how to get the Buzz going on your book.

Buzz Your Book

**Buy The Complete Version of This Book at
Booklocker.com:**

<http://www.booklocker.com/p/books/676.html?s=pdf>